



WXYZ

# ORDER

Print Date 10/10/12 Page 1 of 4

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **312140 /**

Original Date / Revision  
09/24/12    09/24/12

Advertiser **Citizens for Affordable Qual**

Agency    **New Media Firm**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product

**Citizens for Affordable Quality Hon**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1652**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	65	\$73,397.50	\$86,350.00	0.00	08/27/12	09/30/12	65	\$73,397.50	\$86,350.00
October 2012	10	\$9,392.50	\$11,050.00	0.00	10/01/12	10/01/12	10	\$9,392.50	\$11,050.00
<b>Totals</b>	<b>75</b>	<b>\$82,790.00</b>	<b>\$97,400.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/30/12	09/30/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$210.00	P-4	0.00 NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$210.00		0.00					
N 2	WXYZ	09/25/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm Tuesday	-T-----	:30	1	\$7,500.00	P-2	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----	1		\$7,500.00		0.00					
N 3	WXYZ	09/28/12	09/28/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00



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Contract / Revision 312140 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Quality Product Citizens for Affordable Quality Estimate # 1652

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/28/12	09/28/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$3,000.00		0.00			
N 4	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$3,000.00		0.00			
N 5	WXYZ	09/30/12	09/30/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$215.00	P-4	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$215.00		0.00			
N 6	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$1,000.00		0.00			
N 7	WXYZ	09/29/12	09/29/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$175.00		0.00			
N 8	WXYZ	09/29/12	09/29/12	SA 1130p-1230a SA Lets Ask America	CM	1200xm-1230xm (12:00 XM-12:30 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$250.00		0.00			
N 9	WXYZ	09/25/12	10/01/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5				\$400.00		0.00			
N 10	WXYZ	09/25/12	10/01/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11111--	11111--	:30	5	\$750.00	FX	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5				\$750.00		0.00			
N 11	WXYZ	09/25/12	09/27/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	-1-1---	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-1---		2				\$4,000.00		0.00			
N 12	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$1,800.00		0.00			
N 13	WXYZ	09/25/12	10/01/12	7p News M-F 7-730p	CM	7-730pm M-F	1111---	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	1111---		4				\$2,500.00		0.00			
N 14	WXYZ	09/25/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	--1-1--		2				\$2,500.00		0.00			
N 15	WXYZ	09/25/12	10/01/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5				\$1,800.00		0.00			



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Contract / Revision **312140** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1652**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/25/12	10/01/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$1,800.00		0.00			
N 16	WXYZ	09/25/12	09/28/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	--1-1--					2	\$1,400.00		0.00			
N 17	WXYZ	09/25/12	10/01/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$800.00		0.00			
N 18	WXYZ	09/25/12	10/01/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$1,200.00		0.00			
N 19	WXYZ	09/25/12	10/01/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$1,500.00		0.00			
N 20	WXYZ	09/25/12	10/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$800.00		0.00			
N 21	WXYZ	09/25/12	10/01/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$1,000.00		0.00			
N 22	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$900.00		0.00			
N 23	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$900.00		0.00			
N 24	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$900.00		0.00			
N 25	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
N 26	WXYZ	09/26/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--1-1--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1-1--					2	\$2,000.00		0.00			
N 27	WXYZ	09/25/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	-1111--	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision    **312140**    Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/24/12/    09/24/12

Order Sep    00:20:00

Advertiser    **Citizens for Affordable Qua**    Product **Citizens for Affordable Qua**    Estimate #    **1652**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WXYZ	09/25/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	- 1111 - -	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/25/12	10/01/12	- 1111 - -		4				\$900.00		0.00			
N28	WXYZ	09/25/12	10/01/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111 - -	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/25/12	10/01/12	11111 - -		5				\$300.00		0.00			
Totals														75	\$97,400.00